

THE CONTENT ENGINE

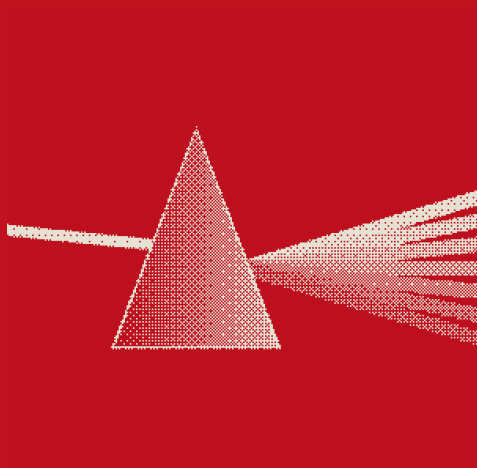
One idea a week, picked from what people already ask for, turned into a week of posts in your own voice.

51 PAGES

4 SOURCES

7 TASKS

02



BEFORE YOU START

Content is a system. Build it once.

Most small business owners treat content as a mood. Some weeks they post every day. Then a launch or a busy month arrives, and the account goes quiet for six weeks.

This book treats it as a system with four parts:

- [01] **Input:** a topic people already want, found in places you can check.
- [02] **Shape:** a post format that's already proven to work.
- [03] **Output:** one idea turned into several formats, written in your voice.
- [04] **Feedback:** a few numbers that tell you what to make next.

Each chapter builds one part, in the same order as Book 1: a story, the numbers with sources,¹ the build, a case file from a real studio, and one task you can do today.

What this book won't do is promise views or followers. Reach depends on your niche, your account and a lot of luck early on. The system makes the work repeatable, so the luck has more chances to land.

[illegible]

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[01] CHAPTER

PICK FROM DEMAND, NOT IDEAS

The best topic is a question someone already asked.
Your job is to find it, not invent it.



[01] THE STORY

Daniel's best post was an answer he'd already written.

DANIEL

Daniel spent a Sunday writing a post about his coaching philosophy. It was thoughtful, well written and took him two hours. A handful of people liked it.

On Tuesday, out of habit, he pasted one of his saved replies from Book 1 into a post. It was the answer to a question his DMs asked every week: *"How do I get my first client without a portfolio?"* He added three steps and posted it in ten minutes.

That one got saved, shared and answered. Several people asked follow-up questions in the replies, and two of them messaged him about his program.

Nothing about the second post was cleverer. The difference was where the topic came from. The first one came from Daniel's head. The second came from his customers' mouths.

That's the whole idea of this chapter. **Topics are collected.** The people you want to reach are already asking questions, complaining and searching in public. A content engine starts by listening to them.

[01] THE BUILD

Five places to collect topics.

You don't need a tool for most of these. You need ten minutes and a note called "Topics".

WHERE	WHAT TO LOOK FOR
Your own inbox	The five questions you counted in Book 1. Each one is a post.
Replies under bigger accounts	Questions people ask a larger account that go unanswered
Reddit and forums in your niche	Complaints about tools, prices and wasted time
Search suggestions	What search boxes complete when you type the start of a question
Reviews of competitors	What buyers wish a product did, in their own words

For each topic you collect, write down **the exact words** someone used. "How do I get a client without a portfolio" is a better hook than anything you'll write from scratch, because it's how your buyer already thinks about the problem.

CASE FILE / A REAL BUILD

A radar for complaints.

CASE FILE

A one-person studio wanted its weekly topic to come from real demand, not guesses. So it built a small, free script it calls a demand radar.

What it does:

- + **Listens to public posts** on Bluesky's open stream, which the studio measured at about 39 posts a second, plus Hacker News and a set of Reddit communities.
- + **Keeps only real complaints.** A post counts as a hit only when it names a paid tool *and* shows intent, like "too expensive", "switching from" or "alternative to". Either one alone is noise.
- + **Pins its own mistakes.** Some tool names are ordinary words. A test suite holds the false positives, so a fix never quietly breaks.
- + **Produces a short digest:** this week's most complained-about tools, with the quotes, and threads worth answering by hand.

What made it work was the rule built on top of it: the next week's content comes from the top of the digest, with the quotes in hand. A topic nobody is complaining about needs a written reason before anyone works on it. The radar costs nothing to run.

DO THIS TODAY

COLLECT TEN TOPICS

~40 MIN

FREE

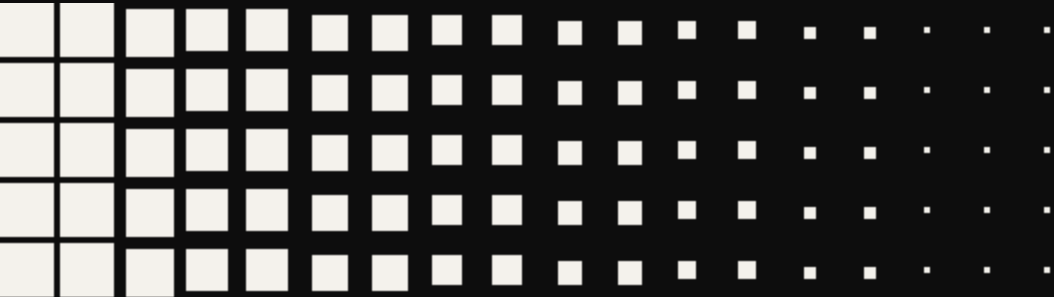
BEGINNER

TASK_01.TXTREADY

Fill a topic list with ten real questions, in your buyers' own words.

- [] Copy your five questions from Book 1 into a note called 'Topics'.
- [] Read the replies under 3 bigger accounts in your niche. Add 2 questions.
- [] Search one niche forum or subreddit for 'alternative to'. Add 2 complaints.
- [] Type 'how do I' plus your topic into a search box. Add 1 suggestion.
- [] Next to each, paste the exact words the person used.

You're done when you have ten topics, each with a real quote next to it.



RECAP

CHAPTER 01 IN THREE LINES

01 Topics are collected, not invented.

02 Your inbox, bigger accounts, forums, search and reviews all hold them.

03 Keep the buyer's exact words. They're your best hook.

NEXT

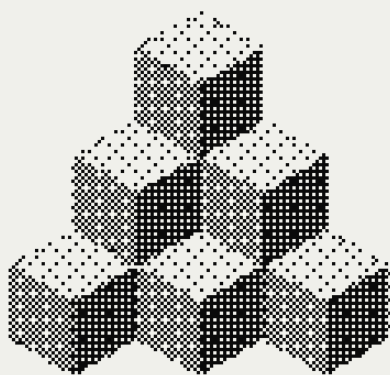
You know what to write about. Next: the shapes that posts take when they work.



[02] CHAPTER

COPY PATTERNS, NOT POSTS

Every niche repeats a handful of post shapes. Learn the shapes, then fill them with your own material.



[02] THE IDEA

Formats are tools. Nobody owns a list.

Open the top posts in any business niche on X and the same few shapes keep appearing. A numbered list of tasks. A short case study with numbers. A template you can steal. A how-to in three groups. A dated story with a rise, a fall and a lesson.

These are formats, the way a recipe or a news report is a format. Using one isn't copying. Copying is taking someone's words. **Using a pattern means taking the structure and filling it with your own topic, your own facts and your own voice.**

In one widely watched experiment published on YouTube in October 2026, a creator started a brand new account and posted five times in one day, one post in each of five types: engagement, case study, authority, educational and timeline.¹ He reported about 104,000 views across the five in the first 24 hours. Those are his own figures, from an experienced creator, so treat them as an illustration of the method rather than a forecast.

The useful part is the method itself: **rotate through proven shapes so every post has a job.**

[02] THE BUILD

Five shapes, five jobs.

TYPE	SHAPE AND JOB
Engagement list	"12 tasks I'd hand to AI before hiring." A numbered list worth saving. Job: saves and shares
Case study	A real company, dated, with "the numbers" and 4 takeaways. Job: trust
Authority	"Steal my template." The actual template, then why it works. Job: proof you know the work
Educational	"Set up these 9 things first," in 3 groups of 3. Job: teaching that gets bookmarked
Timeline	A dated story: the bet, the result, the reversal, the lesson. Job: attention and replies

Daniel's week, using the five: a list of 10 ways freelancers find a first client; a case study of a public company that changed how it hires; his own outreach message as a template; "set up these 9 things before you pitch"; and a dated story about a platform that changed its rules. Same topics from his list, five different jobs.

[02] HOW TO STUDY

Ten posts, three questions each.

DANIEL

Pick ten high-performing posts in your niche from the last two months. For each one, answer three questions in a note:

- [01] **What's line one?** Write it down word for word. Notice whether it names a number, a company, a result or a thing you can steal.
- [02] **What's the body made of?** A list, a story, a template, groups of bullets, a dated sequence.
- [03] **What does the last line ask for?** A like, a reply with a keyword, a save, nothing.

After ten, you'll see the repeats. Those repeats are your formats.

Three rules keep this honest:

- + **Never reuse someone's sentences.** Take the shape, not the words.
- + **Check any number before you repeat it.** A statistic in a viral post is not a source. Find where it came from, or leave it out.
- + **Skip the shapes you wouldn't stand behind.** Income claims about the reader and invented deadlines get attention. They also get the wrong attention, and they're not worth copying.

DO THIS TODAY

STUDY TEN POSTS

~45 MIN

FREE

BEGINNER

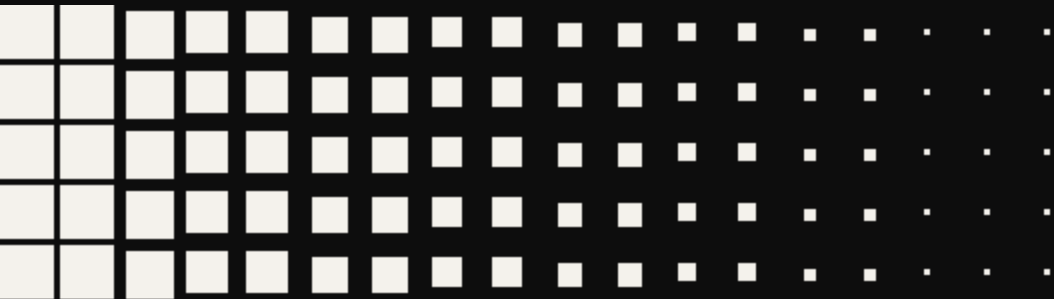
TASK_02.TXT

READY

Find the post shapes that repeat in your own niche.

- [] Search your niche on X. Open the top posts from the last 60 days.
- [] Save ten that got many saves or replies.
- [] For each: line one word for word, body shape, last-line ask.
- [] Label each with one of the five types, or a new one.
- [] Write one post of your own in the type that appeared most.

You're done when ten posts are labelled and one of your own is drafted.



RECAP

CHAPTER 02 IN THREE LINES

01 Formats repeat. Take the shape, never the words.

02 Five types, five jobs: list, case study, template, how-to, timeline.

03 Check every number before you repeat it.

NEXT

You've got topics and shapes. Next: what the feed actually rewards, from the code itself.



[03] CHAPTER

WHAT THE FEED REWARDS

X published the code that ranks its main feed. You can read what it values instead of guessing.



[03] THE SOURCE

The ranking code is public.

Most advice about "the algorithm" is a guess. On X, you can check it. The company publishes the code behind its For You feed, including the weights it gives to each thing a reader might do.²

The system predicts how likely a reader is to take each action on a post, multiplies each prediction by a weight, and adds them up. So a weight isn't a reward per action. It tells you **which actions the feed cares about most**.

Here's what stands out:

- + **Sharing a post's link is weighted highest of the positive actions.** A save-worthy post is one people send to someone.
- + **A reply counts many times more than a like.** A reply from someone who follows you and whom you follow back gets an extra boost.
- + **A like is one of the smallest signals.**
- + **Negative actions are heavy.** "Not interested", muting and reporting carry large negative weights. Bait that annoys people costs far more than it earns.

The page after this shows the numbers.

[03] THE NUMBERS

What each action is worth.

Production defaults in X's published ranking code, read in October 2026.² X runs experiments on top, so a value can differ for some readers.

ACTION	WEIGHT
Share via copy link	20.0
Reply	5.0, plus 15.0 when you follow each other
Share via DM	5.0
Follow the author	4.0
Like	0.66
Not interested	-52.3
Mute the author	-58.8
Report	-234.0

Two more rules in the same code matter to you: posts older than **48 hours** drop out of the For You feed, and clusters of **duplicate text** get flagged as spam. Write each post fresh, and expect most of its life to happen in two days.

[03] WHAT TO DO

Six rules that follow from the code.

- [01] **Write things people send.** Checklists, templates, step plans, tool lists. The copy-link share is the strongest positive signal.
- [02] **End with something worth replying to.** A real question, or a keyword reply that gets them what you offered.
- [03] **Reply to every comment, and follow back the relevant people.** Replies between people who follow each other carry the extra boost.
- [04] **Never bait.** A hook the post doesn't pay off earns a "not interested", and that one action outweighs dozens of likes.
- [05] **Never repost the same text.** Rewrite the angle instead. Duplicate text is flagged.
- [06] **Be there in the first hours.** A post lives about two days. The replies you answer early shape who sees it next.

Notice what's missing: nothing here rewards posting more often for its own sake, and nothing rewards tricks. The code rewards the same thing a good customer conversation does. Be useful enough that people pass it on and talk back.

CASE FILE / A REAL BUILD

Checking the advice against the code.

CASE FILE

A one-person studio had a list of popular posting advice from well-known creators. Instead of following it on faith, it read X's published ranking code and checked each claim.

What it found:

- + **"Shares are worth about 40 likes."** Close. A copy-link share is weighted 20 against a like's 0.66, roughly 30 times, and the weights apply to predictions, not raw counts.
- + **"Follow everyone back."** Supported. Replies between mutual followers get a boost.
- + **"Videos under 10 seconds don't count."** Supported. The code sets a 10-second minimum for video.
- + **"Repost your best post every week."** Contradicted for normal accounts. Duplicate text is labelled as spam.
- + **"Links kill your reach."** Not found in the ranking weights. Opening a link is a small positive.

What made it work was treating advice as a claim to check, with the source open. The studio now writes for shares and replies, never reposts the same text, and keeps videos over ten seconds. Every rule it follows has a line of code or a test behind it.

DO THIS TODAY

REWRITE ONE POST

~30 MIN

FREE

BEGINNER

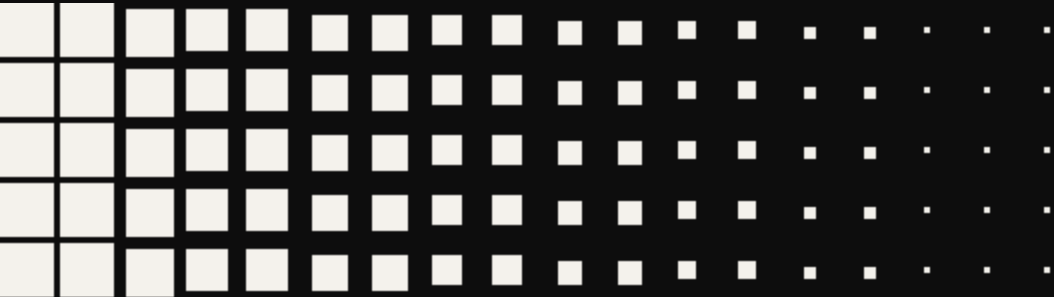
TASK_03.TXT

READY

Rewrite your last post so it earns a share and a reply.

- [] Open your last post and read it as a stranger would.
- [] Ask: would anyone send this to a friend? If not, add a list or a template.
- [] Cut any line in the hook the body doesn't pay off.
- [] End with a real question or a keyword offer.
- [] Post the new version as a fresh post, not a repost of the old text.

You're done when the new post is live and you've answered every reply in its first two hours.



RECAP

CHAPTER 03 IN THREE LINES

-
- 01** Shares and replies outweigh likes by a wide margin.
-
- 02** Annoyance costs far more than attention earns.
-
- 03** Posts live about 48 hours. Never repost the same text.

NEXT

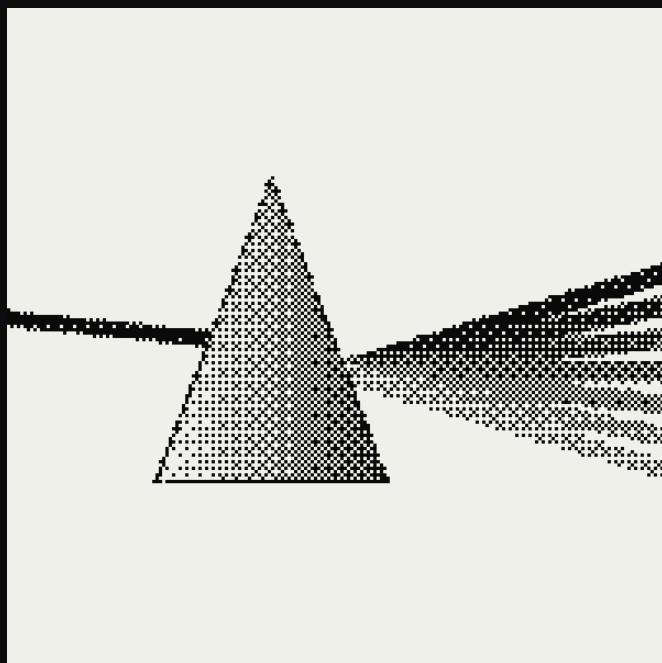
You know what the feed wants. Next: how one idea becomes a week of posts in different formats.



[04] CHAPTER

ONE IDEA, SEVEN FORMATS

Do the thinking once. Then let the same idea meet people wherever they already are.



[04] THE IDEA

The thinking is expensive. The formatting is cheap.

MARCUS

The hard part of content is the idea: what's true, what's useful, what your buyer needs to hear. Once that's done, turning it into a post, a short video or an email is mostly formatting, and formatting is exactly the job AI does well.

Marcus learned this from his own inbox. Every week, someone asked how to care for a leather wallet so it doesn't crack. So he wrote one good answer, once: the three things that damage leather, the two-minute routine that prevents it, and the one product he'd actually use.

From that single answer he made:

- [01] **A long post on X:** the routine as a numbered list.
- [02] **A short video:** his hands doing the routine, with captions.
- [03] **A carousel:** one step per slide.
- [04] **A section in his monthly email** to past customers.
- [05] **A card in every order:** printed, in the box.
- [06] **A saved reply** for the next person who asks.
- [07] **A product page note,** under each wallet.

One idea, seven places, one afternoon. And the same answer now does customer service, marketing and retention at once.

[04] THE BUILD

Write the core once. Then convert it.

Step 1: write the core. One document, 300 to 600 words, with the full idea: the problem, the steps, the facts and sources, one example. This is the only part that needs your full attention.

Step 2: give AI the core and one format at a time. Ask for one output per message, not seven at once. A focused request gets a better result.

Here's my core piece. Turn it into a post for X: line one names the problem, the body is a numbered list, under 200 words, no hype words, no emojis. Use only the facts in the core.

Step 3: edit for the platform. A post needs a hook in line one. A short video needs the point in the first two seconds and captions, because many people watch with the sound off. An email needs a subject line that says exactly what's inside.

Step 4: keep the facts identical. If the core says "two minutes", every format says two minutes. One source of truth stops small errors from multiplying.

On X, free accounts are limited to 280 characters per post. Premium accounts can post up to 25,000,⁴ which is what makes long list posts possible.

CASE FILE / A REAL BUILD

One script, two videos.

CASE FILE

A one-person studio makes explainer videos about AI. Instead of producing a long video and a short separately, it builds both from one script.

How it works:

- + **One researched script** is written first, with a source for every claim. For one topic, how AI models break text into pieces, that script became a nine-and-a-half-minute explainer and a 49-second short.
- + **Captions are generated on the studio's own machine**, word by word, from the narration audio. No upload, no per-minute fee.
- + **The short is cut from the same script**, keeping the single most surprising point and the visual that explains it.
- + **An automated quality check** runs before anything is called finished. Among its rules: no stretch of silence longer than about a second, because a pause that feels natural in a script feels broken on screen.

What made it work was that the expensive part, the research and the script, was done once. Everything after it was conversion and checking, which is the part machines do well.

DO THIS TODAY

ONE INTO THREE

~50 MIN

FREE

BEGINNER

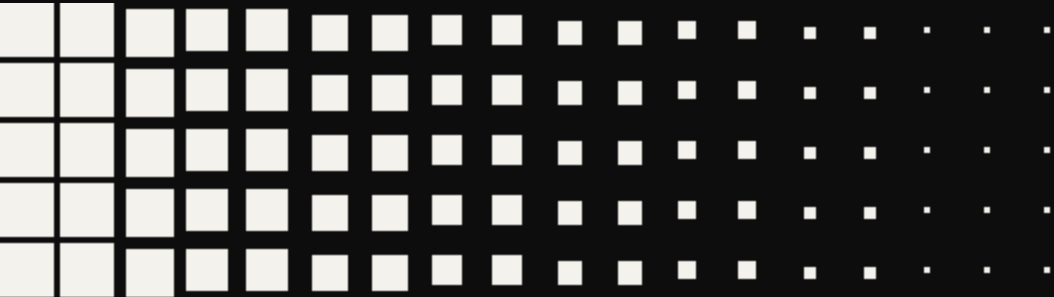
TASK_04.TXT

READY

Turn one topic from your list into three formats.

- [] Pick the topic from Chapter 1 that got the most questions.
- [] Write the core: problem, steps, facts, one example. 300 to 600 words.
- [] Ask AI for one X post from the core. Edit the hook yourself.
- [] Ask for a 30-second video script. Then an email section.
- [] Check every format says the same facts as the core.

You're done when three formats are drafted from one core document.



RECAP

CHAPTER 04 IN THREE LINES

01 Do the thinking once, in a core document.

02 Convert one format at a time, and edit each for its platform.

03 Keep the facts identical everywhere.

NEXT

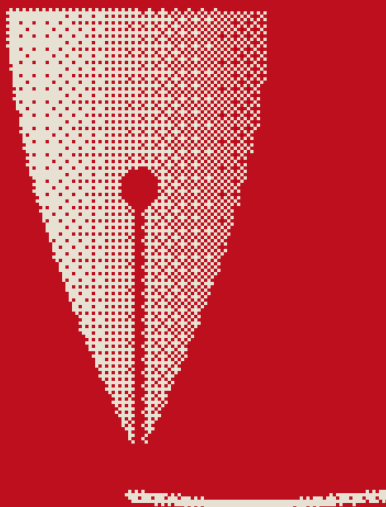
AI is doing the converting. Next: how to make sure it still sounds like you.



[05] CHAPTER

WRITE WITH AI, SOUND LIKE YOU

Readers can spot machine writing in a sentence. A short list of rules fixes most of it.



[05] THE NUMBERS

AI left fingerprints in 15 million abstracts.

In 2025, a team of researchers published a study in *Science Advances* that looked at more than 15 million biomedical paper abstracts from 2010 to 2024.³ They asked a simple question: which words suddenly became more common after AI writing tools arrived?

The answer was a set of words nobody had a reason to use more often. "Delves" was one of the strongest. So were words like "showcasing", "pivotal" and "crucial". These are style words, not subject words: they don't describe any new science, only a new way of writing about it.

From that excess vocabulary, the researchers estimated that more than one in ten of the 2024 abstracts had been processed with an AI writing tool, and far more in some fields and countries.

The lesson for your posts: **AI writing has habits, and readers learn to notice them.** Certain words, rhythms and openings mark a post as generated before anyone has read the point. Once a reader notices, they trust it less.

So keep using AI, and give it rules.

[05] WHAT TO CUT

Six habits that give it away.

HABIT	DO THIS INSTEAD
Hype words: game-changer, unlock, supercharge	Say what it does, with a number
"It's not X, it's Y" framing	Say Y. Skip the setup
"Here's what 99% of people get wrong"	Start with the thing itself
A question as the opening line	Open with a fact, a number or a name
Long dashes and emoji bullets everywhere	Full stops, commas and plain numbered lists
A summary sentence after every point	Trust the reader. Move on

None of these are wrong on their own. Together, they're the rhythm of a machine. Cut them and the same ideas read like a person who knows the work.

CASE FILE / A REAL BUILD

A voice prompt with an honesty section.

CASE FILE

A one-person studio writes its posts with AI from a single reusable instruction, built from the structure of a prompt a well-known creator showed on screen and extended with rules of its own.

What's in it:

- + **Who it's for:** small business owners who want AI to save them time, not engineers.
- + **Voice:** plain, direct, short sentences. A list of banned hype words. No emojis, no hashtags, no long dashes, no "it's not X, it's Y", no question in the opening line.
- + **Formatting:** lines of ten to twelve words, a blank line between sections, numbered lists, concrete numbers in every section.
- + **An honesty section that overrides everything else:** every number must come from a source that can be named. No claims about what the reader will earn. No invented deadlines or fake scarcity.

What made it work was the last section. Style rules make a post sound human. The honesty rules make it something the studio can stand behind when someone asks "where's that from?"

The template is on the next page.

[05] THE BUILD

Your voice prompt, ready to fill in.

DANIEL

You write posts for [your name], who [what you do] for [who you serve]. Audience: [describe them in one sentence].

VOICE: Plain, direct, confident, like someone who has done the work. Short sentences. Never use: [your banned words]. No emojis. No hashtags. No long dashes. No "it's not X, it's Y". No question as the first line.

FORMAT: Lines under 12 words. A blank line between sections. Numbered lists, not dashes. A concrete number in every section. No intro sentence after the hook.

HONESTY: Use only facts I give you, each with its source. If a fact is missing, write [CHECK]. Never promise results. Never invent urgency.

END: One line asking for [a reply, a keyword, a save]. Output only the post.

Fill in the brackets once. Paste it at the start of every request in Chapter 4. Then add one more thing: **two or three of your own best posts**, labelled "match this voice". Examples teach tone faster than any rule.

DO THIS TODAY

WRITE YOUR VOICE PROMPT

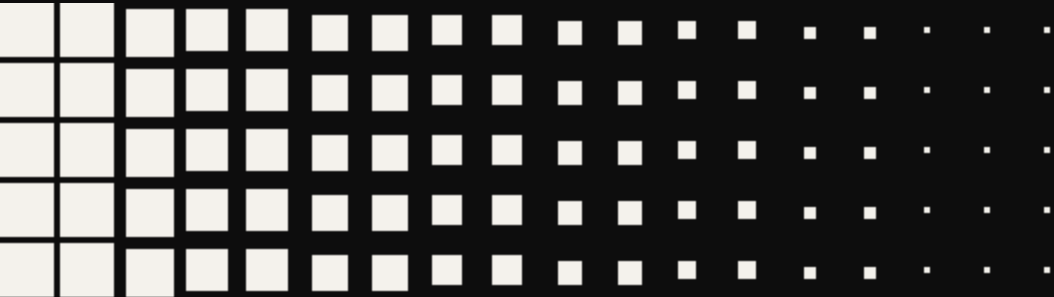
~40 MIN FREE BEGINNER

TASK_05.TXTREADY

Build the instruction every future post starts from.

- [] Copy the template and fill in every bracket.
- [] List ten words you never want to see in your posts.
- [] Add two of your own posts as voice examples.
- [] Run it on one topic. Read the result out loud.
- [] Fix the prompt, not just the post, for anything that sounds wrong.

You're done when a post from your prompt needs only small edits.



RECAP

CHAPTER 05 IN THREE LINES

01 AI writing has habits readers can spot.

02 Ban the tells, give real examples, and keep an honesty section.

03 Fix the prompt once instead of fixing every post.

NEXT

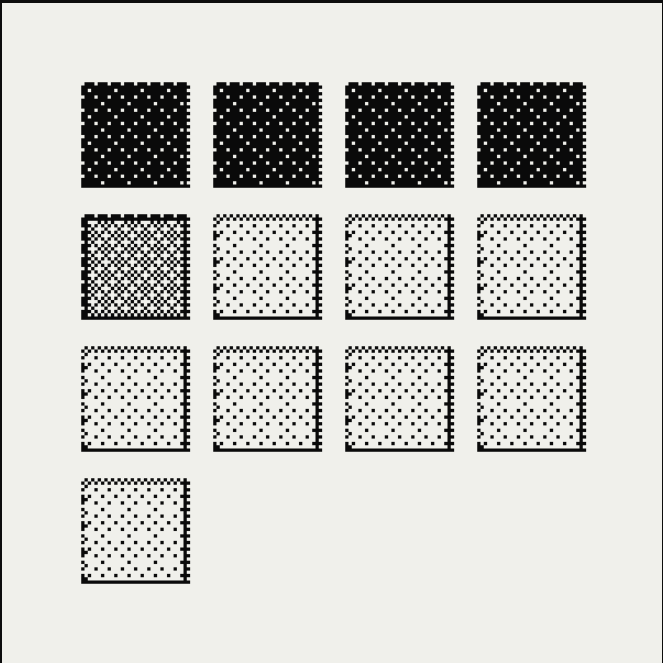
You can make a week of posts that sound like you. Next: how to publish them without living on your phone.



[06] CHAPTER

A MONTH IN AN HOUR

Make in batches, publish on a schedule, and spend your live time where it counts: in the replies.



[06] THE METHOD

Batch the making. Show up for the talking.

DANIEL

Switching between jobs is expensive. Writing one post, then answering email, then writing another is slower than writing five in a row while your head is in it.

So split content into two kinds of time:

Making time, once a week. One block of an hour or two. Pick five topics from your list, write the cores, convert them with your voice prompt, edit, and load them into a scheduler. Tools like Typefully, Buffer and Tweet Hunter all schedule posts on X; most social platforms also have a scheduler built in.

Live time, every day. Twenty to thirty minutes. Reply to every comment on your posts, and add useful replies under bigger accounts in your niche. This is the part that can't be scheduled, and it's where the ranking code's reply weights do their work.

Daniel's week now looks like this: Sunday afternoon, an hour and a half to make and schedule five posts. Every weekday, twenty minutes after lunch in the replies. His posting is steady through launches and busy weeks, because the posting no longer depends on how his week is going.

[06] THE BUILD

A weekly rhythm you can keep.

WHEN	WHAT
Sunday, 90 minutes	Five topics, five cores, five posts in five types. Schedule them
Each post, first 2 hours	Reply to every comment. Follow back relevant people
Every weekday, 20 minutes	Useful replies under 3 bigger accounts in your niche
Every Friday, 15 minutes	Note saves, replies, follows and DMs for each post
Once a month	Turn your best post into a short video, an email and a carousel

How often to post is your call. One creator who tested this from a new account posted five a day, three hours apart, and advises never going above five.¹ Many owners do well with one a day. Pick a number you can keep for three months, because consistency matters more than volume.

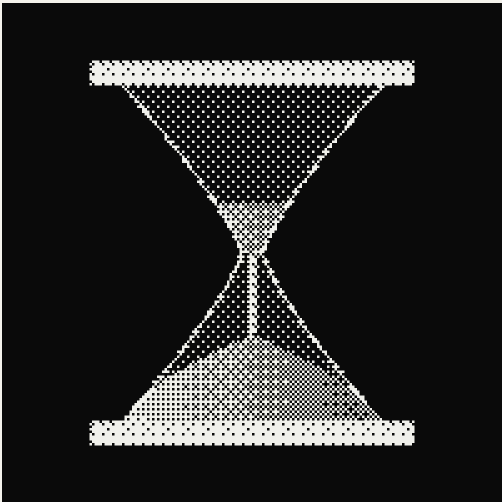
THINK OF IT THIS WAY

// ANALOGY

A restaurant preps in the morning so the kitchen can cook at dinner.

Nobody chops onions while a table waits. The prep happens before service, so the cooks can focus on the plates going out.

Scheduling is your prep. The replies are service. Do the prep in one block, and you're free to be present when people are actually talking to you.



DO THIS TODAY

SCHEDULE NEXT WEEK

~60 MIN

FREE

BEGINNER

TASK_06.TXTREADY

Make and schedule a full week of posts in one sitting.

[]

 Pick five topics from your Chapter 1 list.

[]

 Assign each one a type from Chapter 2.

[]

 Write and convert them with your voice prompt from Chapter 5.

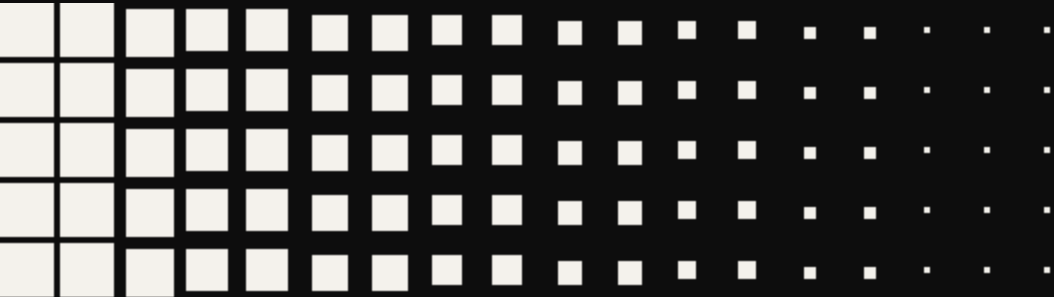
[]

 Load them into a scheduler at times your followers are online.

[]

 Put 20 minutes of replies in your calendar every weekday.

You're done when five posts are scheduled and the reply time is booked.



RECAP

CHAPTER 06 IN THREE LINES

-
- 01

Make in one weekly block. Reply live every day.
-
- 02

Scheduled posts keep you steady through busy weeks.
-
- 03

Post as often as you can keep up for three months.

NEXT

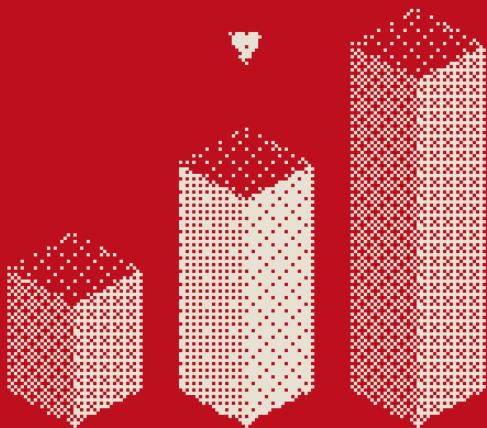
The engine is running. Last chapter: how to tell whether it's working.



[07] CHAPTER

JUDGE BY SAVES, NOT VIEWS

Views tell you who saw it. Saves, replies and messages tell you who wanted it.



[07] THE NUMBERS

104,000 views. 4 sales.

Go back to the experiment from Chapter 2. Over 24 hours, the creator reported these totals across his five posts: about 104,000 views, 774 likes, 278 comments, 216 bookmarks and 833 new followers.¹ Then he showed the number that mattered to him: **4 sales**.

Those are his figures, and they came from an experienced creator, so don't treat them as a target. But the shape of them is useful. Each step down the list is a smaller number that means more:

- + **Views:** people who scrolled past.
- + **Likes:** people who agreed for half a second.
- + **Comments and bookmarks:** people who wanted to keep it or talk about it.
- + **Followers:** people who wanted more.
- + **Sales:** people who trusted it enough to pay.

If you judge content by views, you'll chase whatever stops the scroll. If you judge it by saves, replies and messages, you'll make things people want to keep, and those are the people who eventually buy.

THE NUMBER

216

bookmarks across five posts, against 104,000 views.

About 2 saves for every 1,000 views. The saves are where the buyers were.

SOURCE [1]: THE CREATOR'S OWN REPORTED 24-HOUR TOTALS, YOUTUBE, OCTOBER 2026. SELF-REPORTED.

[07] THE BUILD

Four numbers per post.

Marcus keeps a simple sheet. One row per post, four numbers, all counted per 1,000 views so a big post and a small post can be compared fairly:

NUMBER	WHY IT MATTERS
Saves per 1,000 views	The post was worth keeping. The best sign of useful content
Replies per 1,000 views	People wanted to talk. Weighted heavily by the feed
Profile visits or follows	People wanted more from you
DMs or link clicks	People took a step toward buying

Every Friday, he sorts the sheet by saves. The top post's topic gets made again next week in a different type. The bottom post's type gets a rest. Over a few months, the engine tunes itself toward what his buyers actually want.

DO THIS TODAY

BUILD THE TRACKER

~30 MIN

FREE

BEGINNER

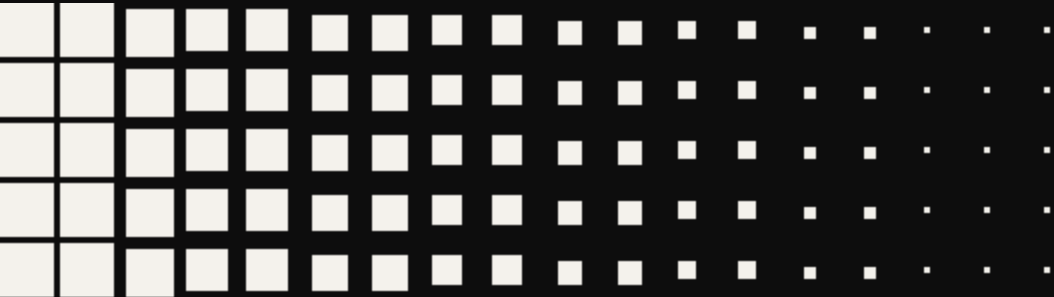
TASK_07.TXT

READY

Start a sheet that tells you what to make next.

- [] Make a sheet: date, type, topic, views, saves, replies, follows, DMs.
- [] Fill it in for your last five posts from your analytics.
- [] Add a column: saves per 1,000 views.
- [] Sort by that column.
- [] Write next week's first topic from the top row.

You're done when the sheet exists and next week's first topic came from it.



RECAP

CHAPTER 07 IN THREE LINES

- 01

Views measure reach. Saves, replies and DMs measure demand.
- 02

Count per 1,000 views so posts compare fairly.
- 03

Every Friday, the top post decides next week's topic.

NEXT

That's the engine. Book 3 turns the people who reply into leads you can follow up with.



[++] WHERE YOU ARE

NOW KEEP IT RUNNING.

If you did the seven tasks, you now have:

- [01] A list of ten real topics, in your buyers' words.
- [02] Ten studied posts and the shapes that repeat.
- [03] One post rewritten for shares and replies.
- [04] One idea turned into three formats.
- [05] A voice prompt with an honesty section.
- [06] A week of posts scheduled, and reply time booked.
- [07] A tracker that picks next week's topic.

The engine runs on a weekly loop: collect, shape, convert, schedule, reply, measure. The first loop takes a few hours. By the fifth, most of it is habit and the rest is a template.

Give it three months before you judge it. Content compounds slowly, then all at once, and nobody can tell you which week the curve turns. What you control is that the loop keeps running.

SOURCES

Every number, traced.

-
- [1] Alex Suzuki, '\$2000 in 24 hours CHALLENGE with AI digital products', YouTube, October 2026. All figures are the creator's own, self-reported: five post types; about 104,000 views, 774 likes, 278 comments, 216 bookmarks, 833 followers and 4 sales in 24 hours; five posts a day, three hours apart.
-
- [2] xai-org/x-algorithm, X's published For You ranking code, home-mixer/params/param.rs, production defaults, read Oct 26, 2026. github.com/xai-org/x-algorithm. X notes it runs experiments that can change values for some users.
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- [3] Kobak, D., González-Márquez, R., Horvát, E.-Á. and Lause, J., 'Delving into LLM-assisted writing in biomedical publications through excess vocabulary', Science Advances, 2025, vol. 11, no. 27. Over 15 million PubMed abstracts, 2010 to 2024.
-
- [4] X Help Center, 'X Premium how to': longer posts up to 25,000 characters for Premium subscribers. help.x.com
-
- [--] Tools named in this book were current in October 2026. Features and prices change: check each one before you pay.
-
- [--] Case files describe real systems built and run by a one-person studio. They are shown as examples of method, not as promised results.
-
- [--] Daniel and Marcus are composite characters. Nothing in this book is a promise of reach, followers or sales.

[++] THE OPERATOR'S LIBRARY

This book is one of six.

Here's the whole library.

You've read Book 2 for free, and it stays free. It's part of **The Operator's Library**: six field manuals and a 9-week plan for running a small online business on AI systems, in the same format as this book.

PART	WHAT IT COVERS
Book 1	The Inbox That Answers Itself. Email, DMs and customer questions answered fast, with a person in charge
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Book 3	Leads on Autopilot. Find the right people, check they're real, follow up with every one
Book 4	The Back Office That Runs at Night. Booking, reminders, onboarding, invoices and delivery
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